



THE UNIVERSITY OF  
TENNESSEE  
HEALTH SCIENCE CENTER™

# Going Remote: Marketing Library Resources and Services

Lin Wu, Assistant Director for Research & Learning Services Department

Sarah Thompson, Communications Coordinator

Jennifer Langford, Archivist/Special Collections Librarian

Kay Strahan, Research & Learning Services Librarian



## Objectives

- Describe the library's efforts in restructuring marketing strategies to reach out and engage library patrons in a virtual environment
- Examine the impact of the efforts on library services and resource access



## Background

- **Publicity**
  - Getting the message out via different outlets
- **Promotion**
  - Encouraging people to use the services and resources they hear about
- **Marketing Strategies → Publicity + Promotion**
  - Being an on-going effort to market library services and resources
- **Covid-19 Pandemic**
  - Converting the entire campus into virtual
  - Challenging library service provision
- **Communications Coordinator**
  - On board in March 2020



## Data Collection

One-year data (March 2020 -- March 2021):

- 1) Social media sites: Facebook, Twitter, and Instagram
- 2) LibInsight: Statistics collection system
- 3) LibGuides: Research guides



## Defining Terms

- **Followers**

- The number of people who follow a social media site (e.g., Facebook, Twitter, and Instagram)

- **Engagement**

- An action performed on a post (e.g., a like, a comment, or a share) on a social media site

- **Reach/Impressions**

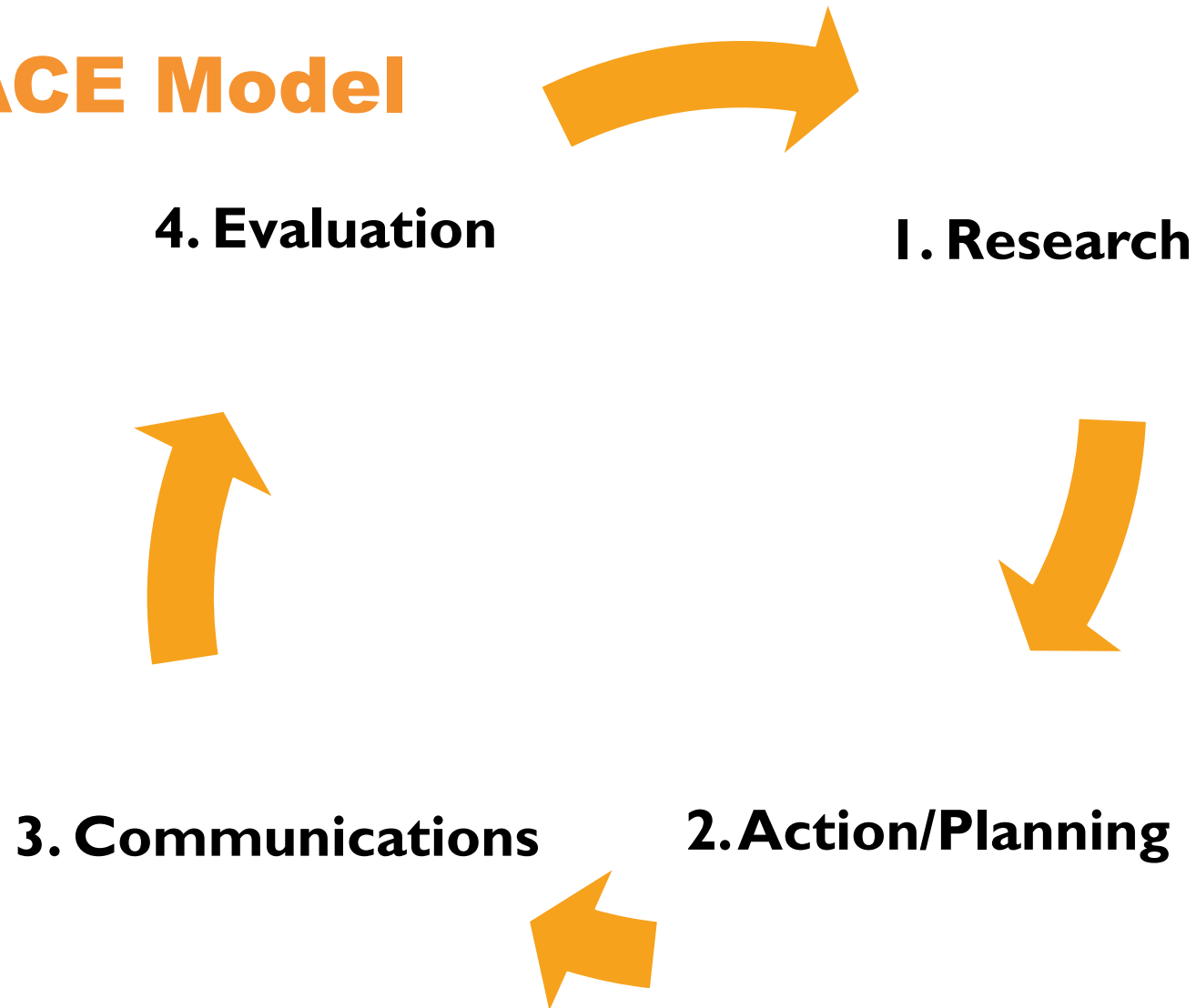
- The number of people who saw a post

- **Engagement Rate**

- The number of people who saw a post divided by the number of people who were engaged



## The RACE Model



# Research

- Audience
- Relationship
- Inviting conversations
- Access to information



## UTHSC Library Patron Group

- **6 Colleges**
  - Medicine
  - Dentistry
  - Nursing
  - Pharmacy
  - Health Professions
  - Graduate Health Sciences
- **4 Full Clinical Campuses**
  - Memphis
  - Chattanooga
  - Knoxville
  - Nashville
- **3252 Students**
- **3240 Faculty & Staff**
- **1472 Others**
  - Residents
  - Fellows
  - Postdocs
- **Local Healthcare Professionals**

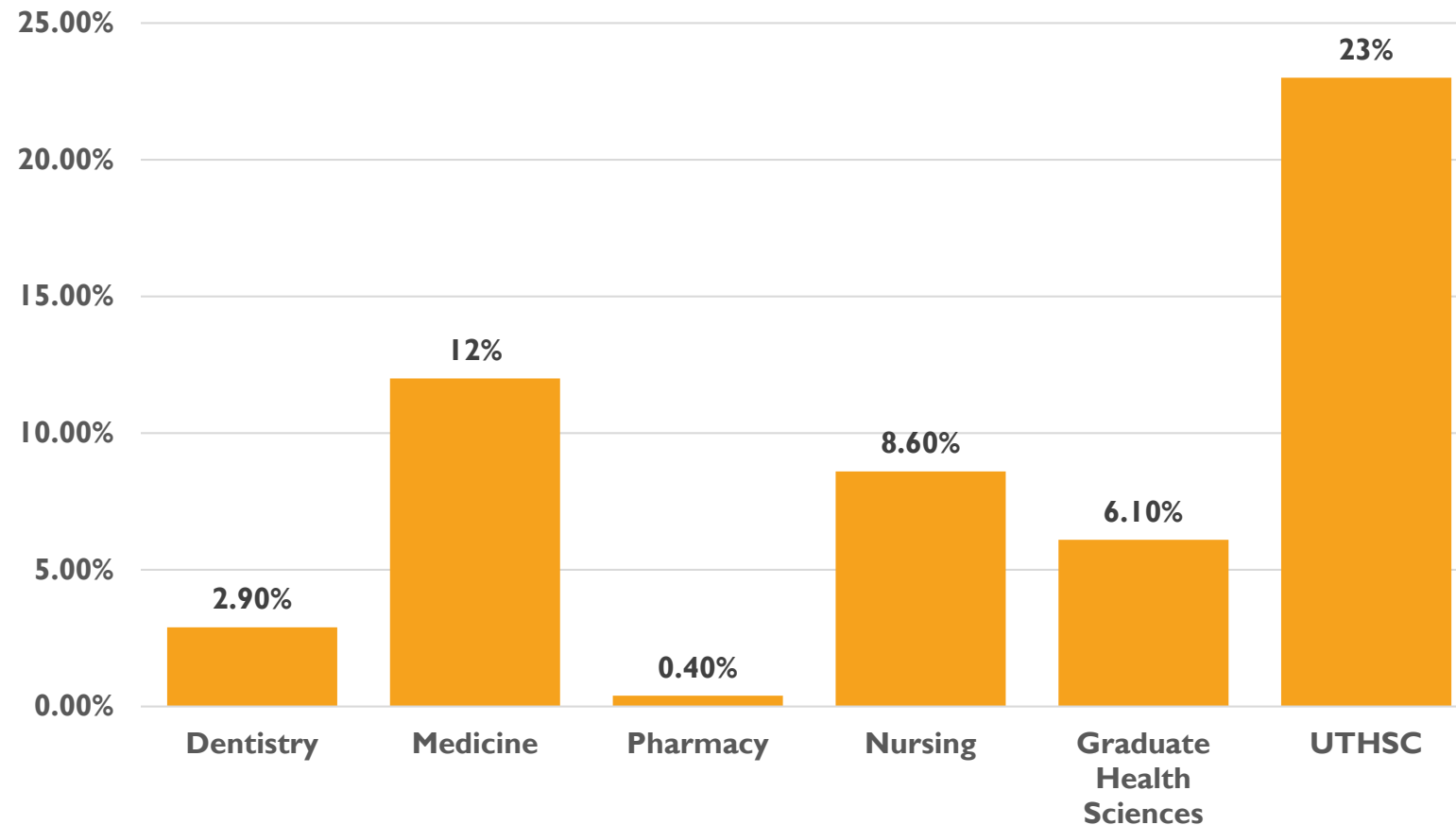
### Sources:

- UTHSC 2019-2020 Annual Report: <https://news.uthsc.edu/2019-2020-annual-report/>
- Factbook: <https://uthsc.edu/institutional-research/factbook/index.php>





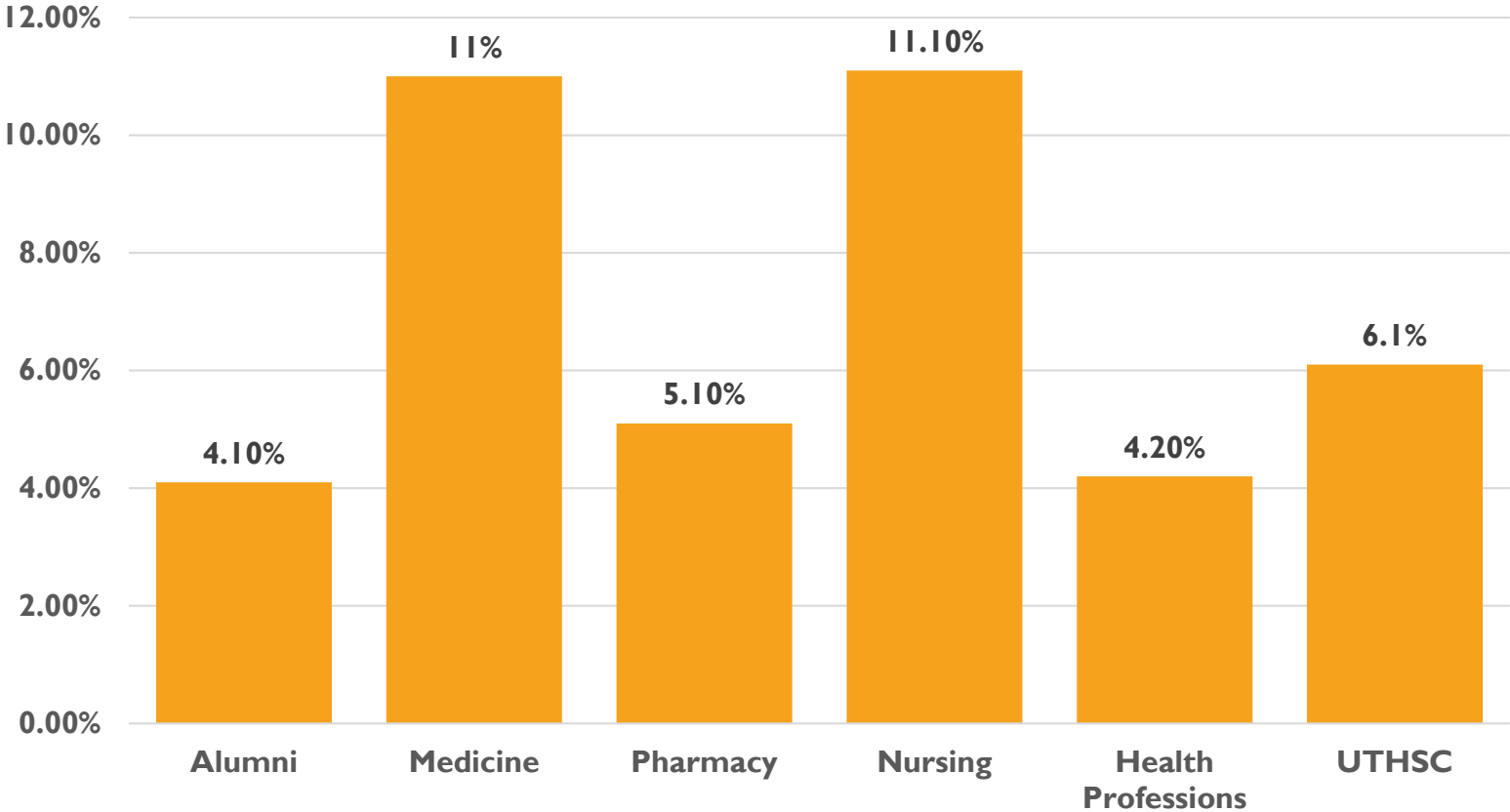
## Overlap of Followers on Instagram



UTHSC Social Media Directory: <https://uthsc.edu/social-media/>



# Overlap of Followers on Twitter



## Themes/Topics

### Resources/Services

- E-textbook collection
- E-Journals
- What's New?
- Library Workshops
- Database of the Month
- Trending on PubMed
- Digital Commons Paper of the Day

### Engagement

- Meet Your Librarian
- Did You Know?
- Question of the Day
- Caption request

### Multimedia/Formats

- Links
- Photos
- Screenshots
- Flyers
- Videos



# Scheduling Posts

Date	Platform	Category	Multimedia	Copy
10.12.2020	Facebook	Resources	Links	New Clinical Overviews from Clinical Key Include: Mycoplasma Pneumoniac Infections <a href="https://bit.ly/2G5lpXy">https://bit.ly/2G5lpXy</a> Sportotrichosis <a href="https://bit.ly/3iauzzg">https://bit.ly/3iauzzg</a>
10.12.2020	Twitter	Resources	Links	New Clinical Overviews from Clinical Key Include: Mycoplasma Pneumoniac Infections <a href="https://bit.ly/2G5lpXy">https://bit.ly/2G5lpXy</a> Sportotrichosis <a href="https://bit.ly/3iauzzg">https://bit.ly/3iauzzg</a>
10.13.2020	Facebook	Resources	Photo	#DidYouKnow October is National Medical Librarians Month! To celebrate, share with your favorite stories of how medical librarians have helped you! #NMLM
10.13.2020	Twitter	Resources	Photo	of how medical librarians have helped you! #NMLM
10.13.2020	Instagram	Resources	Photo	"#DidYouKnow October is National Medical Librarians Month! To celebrate, share with your favorite stories of how medical librarians have helped you! #NMLM"
10.14.2020	Twitter	Engagement	Photo	In honor of National Medical Librarians Month, we want to introduce your UTHSC librarians! First, we have Paul Gahn. He works behind the scenes, making sure that you have access to all the online resources. Every time you use a resource or download or read an article, you have Paul to thank!  #NMLM #MedLibs
10.14.2020	Instagram	Engagement	Photo	In honor of National Medical Librarians Month, we want to introduce your UTHSC librarians! First, we have Paul Gahn. He works behind the scenes, making sure that you have access to all the online resources. Every time you use a resource or download or read an article, you have Paul to thank!  #NMLM #MedLibs
10.14.2020	Facebook	Engagement	Photo	In honor of National Medical Librarians Month, we want to introduce your UTHSC librarians! First, we have Paul Gahn. He works behind the scenes, making sure that you have access to all the online resources.



## Communications/Publicity Outlets

- **Campus Daily Digest**
  - Faculty
  - Staff
  - Students
- **Social Media Platforms**
  - Facebook
  - Twitter
  - Instagram
- **Library Liaison Program**
  - College/Departmental mailing list
  - Resource Guides
  - Library workshops



# Advertising/Publicity Examples



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)



## College of Health Professions, Dentistry, Pharmacy, and Medicine Library Liaisons Host Online Office Hours

Written by Sarah Thompson | March 15, 2021

The College of Health Professions library liaison, Leah Cordova, will be having office hours on Tuesdays from 12PM to 2PM. Email her at [lcordova@uthsc.edu](mailto:lcordova@uthsc.edu) to get the link to her zoom room.

The College of Dentistry library liaison, Kay Strahan, will be having office hours on Wednesdays from 9AM – 11AM. Email her at [kstraha1@uthsc.edu](mailto:kstraha1@uthsc.edu) to get the link to her zoom room.

The College of Pharmacy library liaison, Hilary Jasmin, will be having office hours on Tuesdays from 9AM to 10AM and Thursdays from 3PM to 4PM. Email her at [hjasmin@uthsc.edu](mailto:hjasmin@uthsc.edu) to get the link to her zoom room.

The College of Medicine library liaison, Tamara Nelson, will be having office hours on Tuesdays from 11AM to 1PM. Email her at [tnelso24@uthsc.edu](mailto:tnelso24@uthsc.edu) to get the link to her zoom room.

For more information on library liaisons visit <https://libguides.uthsc.edu/liaison>

To schedule a one-on-one appointment visit <https://libcal.uthsc.edu/appointments>

[Submit an Announcement](#)

Submit an announcement to the faculty, staff and student listservs or [manage your announcements](#)

# Campus Daily Digest







Meet  
**KAY STRAHAN**  
*Colleges of Nursing  
and Dentistry Library  
Liaison*

One Tip for UTHSC:

*The Library has access  
to a lot of information  
and services that  
might seem  
overwhelming. Don't  
hesitate to reach out  
to your librarian for  
assistance; we're here  
to help!*



University of Tennessee Health Science Center - Health Sciences Library  
Published by Lib Uthsc · October 18, 2020 ·

Kay Strahan is a medical librarian that wears many hats! In addition to being the brains behind the library's popular "First Thursday" events, she is also the library liaison to the University of Tennessee Health Science Center College of Nursing and University of Tennessee Health Science Center College of Dentistry

#Medlibs #NMLM

Edit

You and 6 others · 1 Comment

Like · Comment · Share

Most Relevant

Lori Gonzalez  
An amazing librarian. So glad you chose UTHSC!  
Like · Reply · Message · 24w · 1

Comment as Univers...





New Workshop  
Access Your  
Virtual  
Library



University of Tennessee Health Science Center - Health Sciences Library  
Published by Lib Uthsc · April 13, 2020 ·

NEW LIBRARY WORKSHOP Accessing Your Virtual Library will start April 14th and in one hour will walk you through to access your library from where ever in the world you may be.  
<https://libcal.uthsc.edu/event/5882368>

Edit

1

Like Comment Share

Comment as Univers...





October 10 8:38 AM

# NEW POST!



uthsc\_library



DENTAL CLINIC

uthsc\_library Do you know any dental clinics that look like this today?... more

View Map



Share



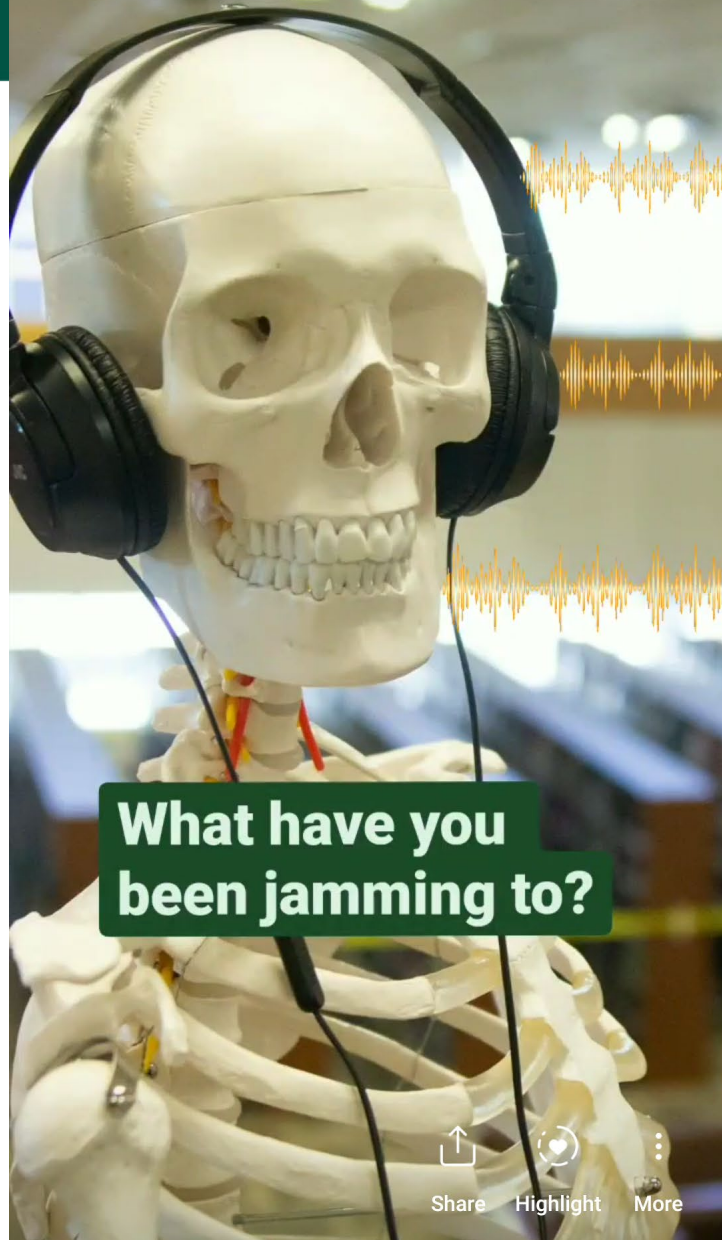
Highlight



More



November 4 12:55 PM



## What have you been jamming to?



Share



Highlight



More



August 11 11:57 AM



lizardburton

# We missed you too!



MISSED YOU THE MOST, @UTHSC\_LIBRARY

(AND @AMYYPATTONN OF COURSE)

View Map



Share



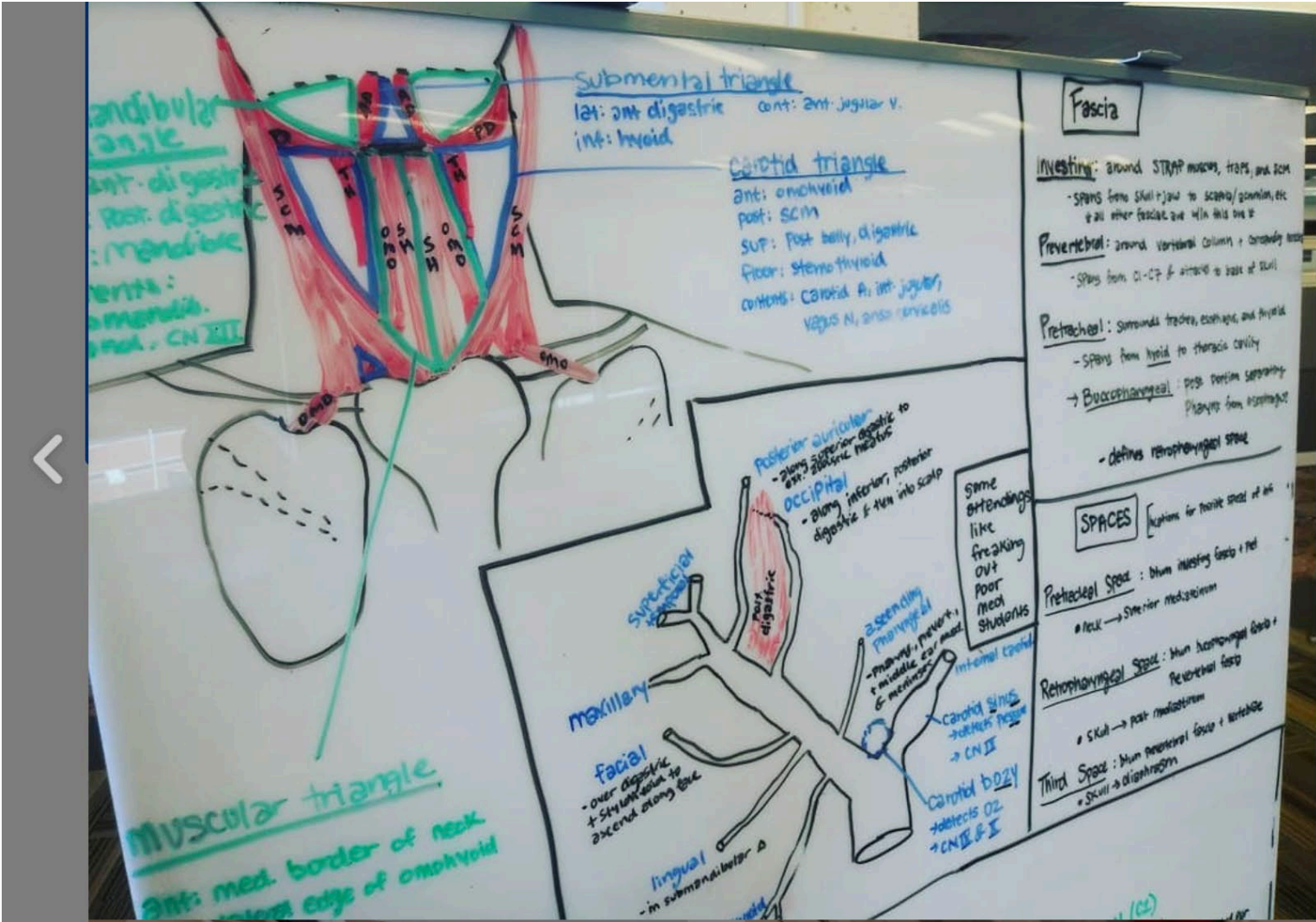
Highlight



More







**uthsclibrary**  
University of Tennessee Health Science Cen...



**uthsclibrary** We're not going to lie, we think this might be the most impressive #WhiteboardsOfUTHSC we've seen yet! We're impressed!

14w



**uthsclibrary** #uthsc #LibraryLife #MemphisMed #MedicalSchool #MedicalLibrary #medstudent #Medlibs #anatomy #anatomyart

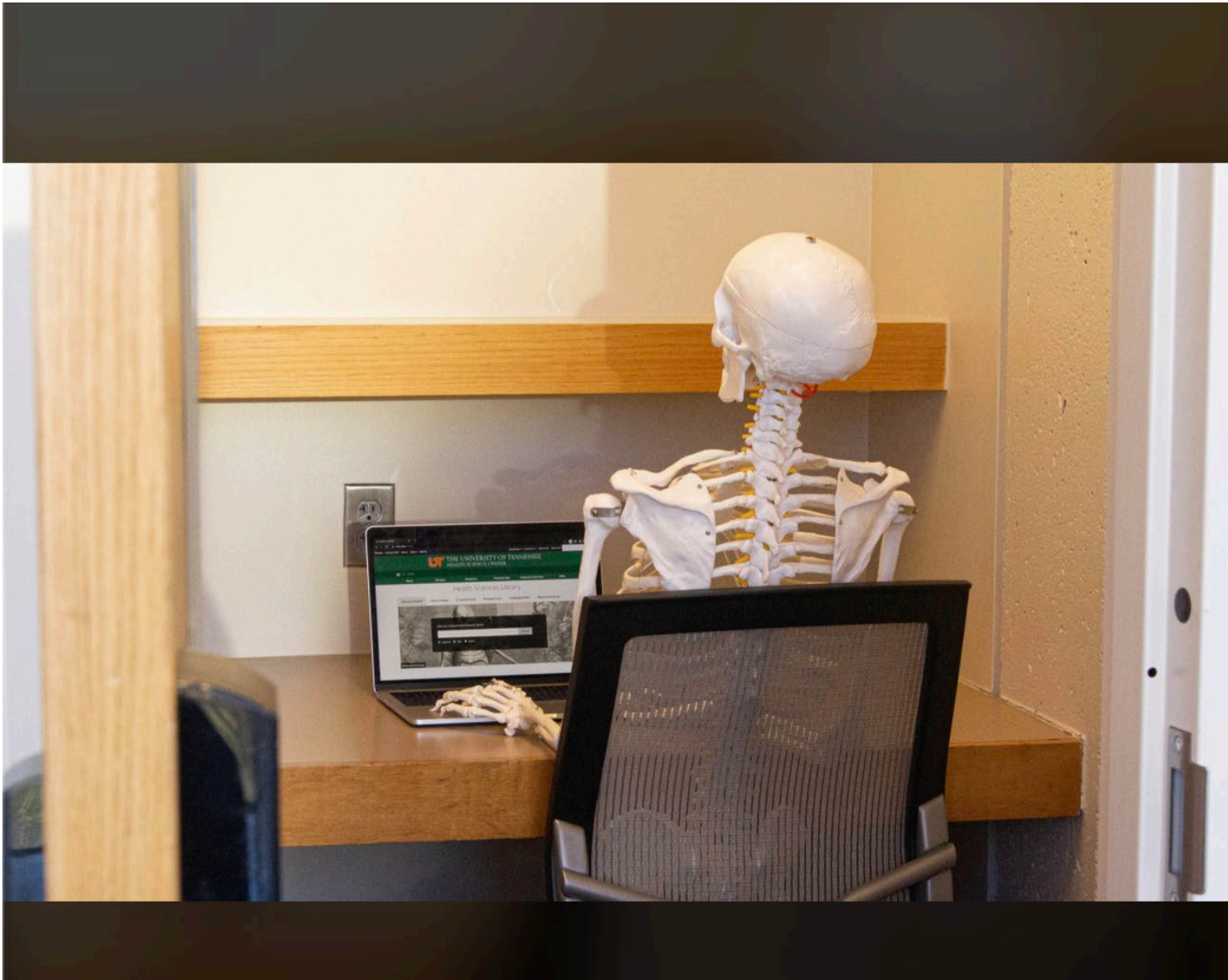


UTHSC Liked by uthsc and 55 others

DECEMBER 28, 2020

Add a comment... **Post**





University of Tennessee Health Science Center - Health Sciences Library

Published by Lib Uthsc · November 9 at 6:11 PM

If you're searching for your own piece of peace and quiet, the library has individual study carrels that will provide just that!  
<https://bit.ly/2JJ5W0m>

Edit

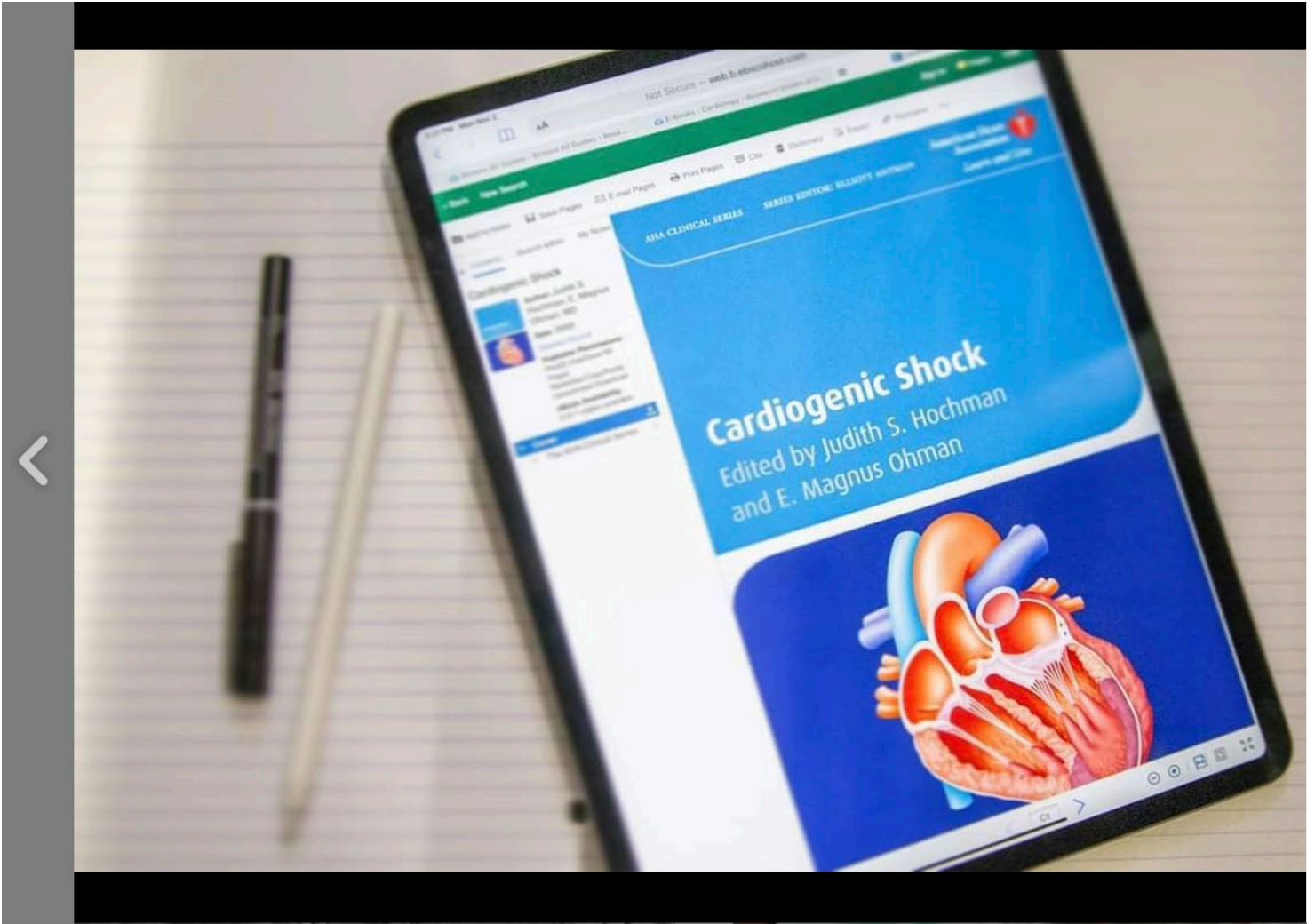
3

Like Comment Share

Comment as Univers...







uthsclibrary



uthsclibrary Librarian Picks 📖

**Cardiogenic Shock**  
This textbook includes a wide range of topics relating to cardiogenic shock including diagnosis epidemiology, pathophysiology, shock in other diseases, and much more!

20w



uthsclibrary #librarylife #uthsc



Liked by uthsc and 4 others

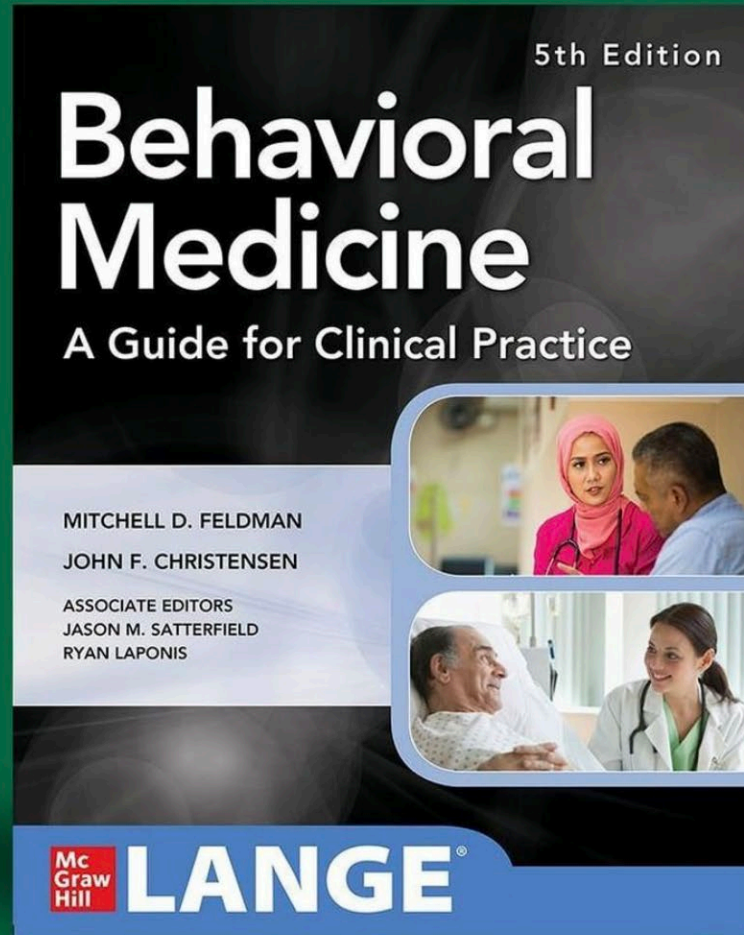
NOVEMBER 11, 2020



Add a comment...

Post





uthsclibrary



**uthsclibrary** Behavioral Medicine: A Guide for Clinical Practice is available on Access Medicine Books

#MedSchool #MedStudentTwitter  
#onlineresources #MedicalTextbooks  
#medicaltextbooksonline #UTHSC

41w



1 like

JUNE 17, 2020



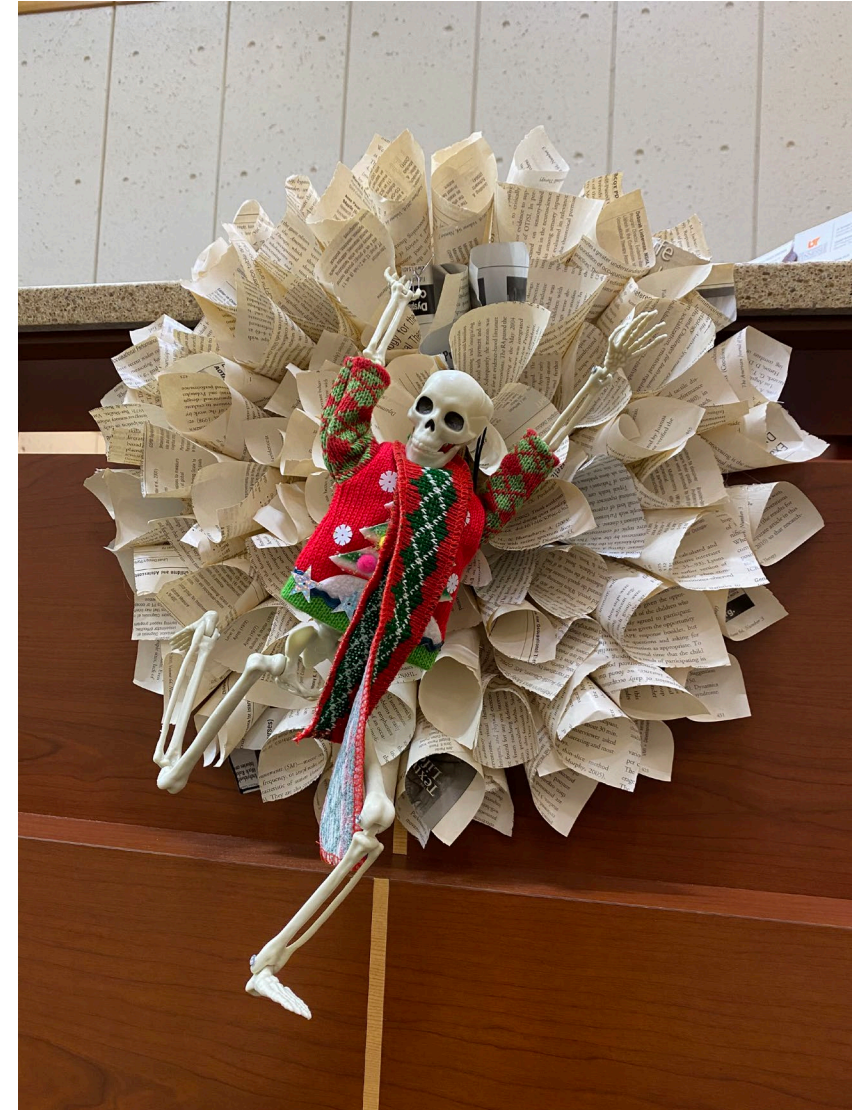
Add a comment...

Post



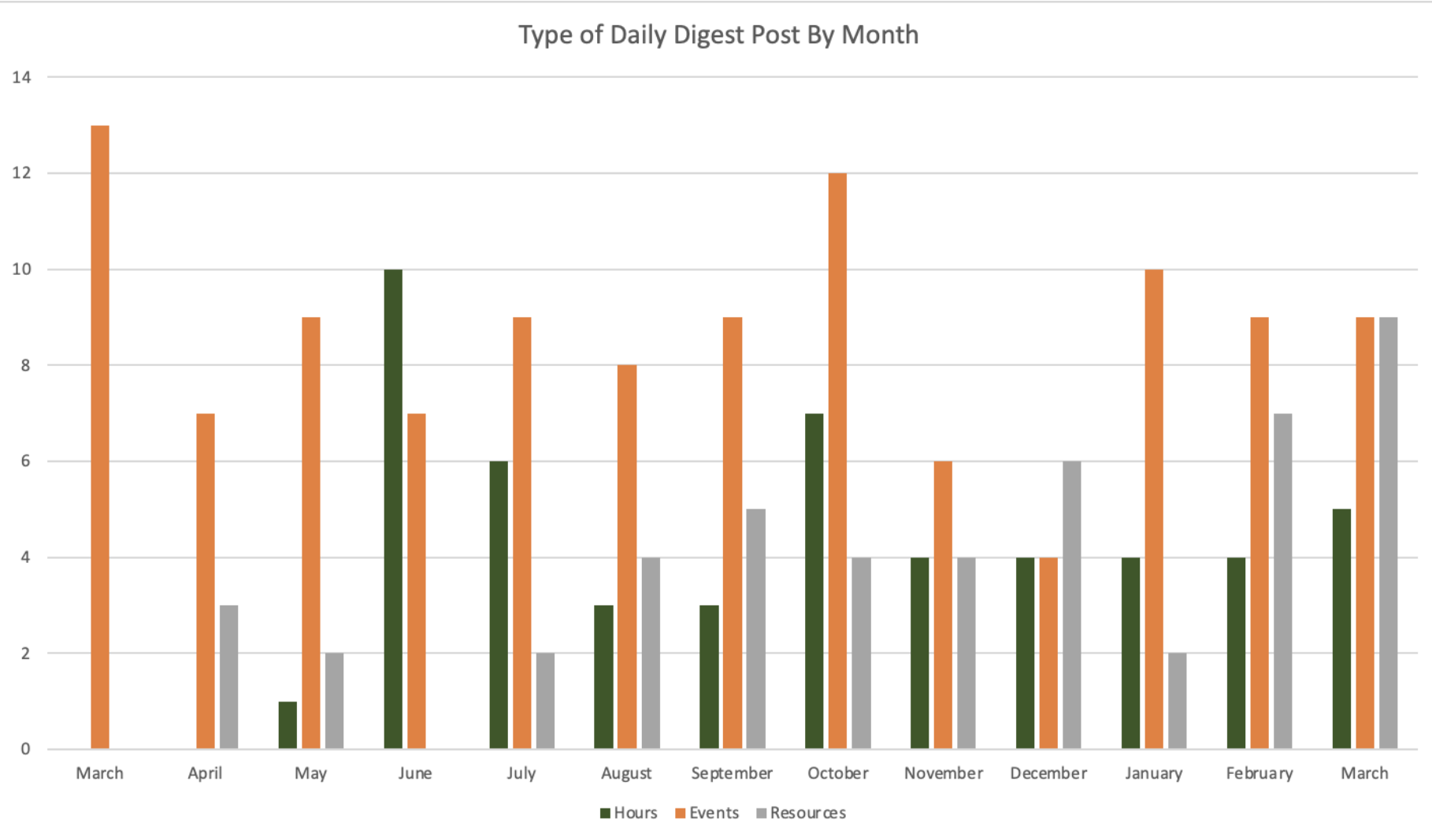
# Evaluation

- Reflections
- Needs
- Modifications





## Campus Daily Digest Posts



Total posts: 211

- Hours (n=51)
- Events (n=112)
- Resources/Services (n=48)



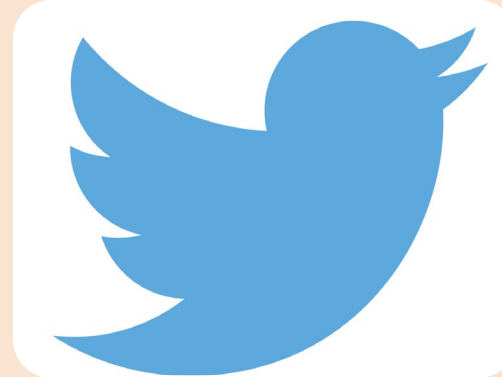


## Followers



### Instagram

- +218 New Followers
- 117.4% Increase



### Twitter

- +95 New Followers
- 28% Increase



### Facebook

- +78 New Followers
- 46.1% Increase



## Total Reach



### Instagram

- Average:  
6,136



### Twitter

- 185,443
- 95%  
decrease



### Facebook

- 11,247
- 3.5%  
decrease

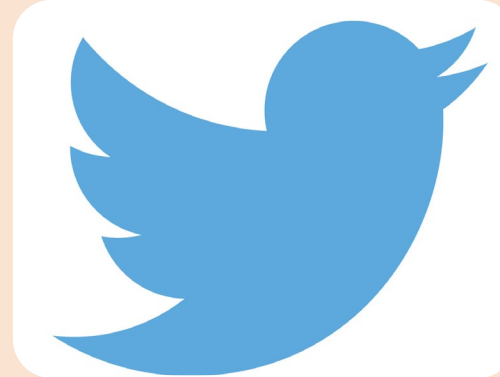


## Total Engagements



**Instagram**

- 2,523



**Twitter**

- 1,872
- 1,421.9% Increase

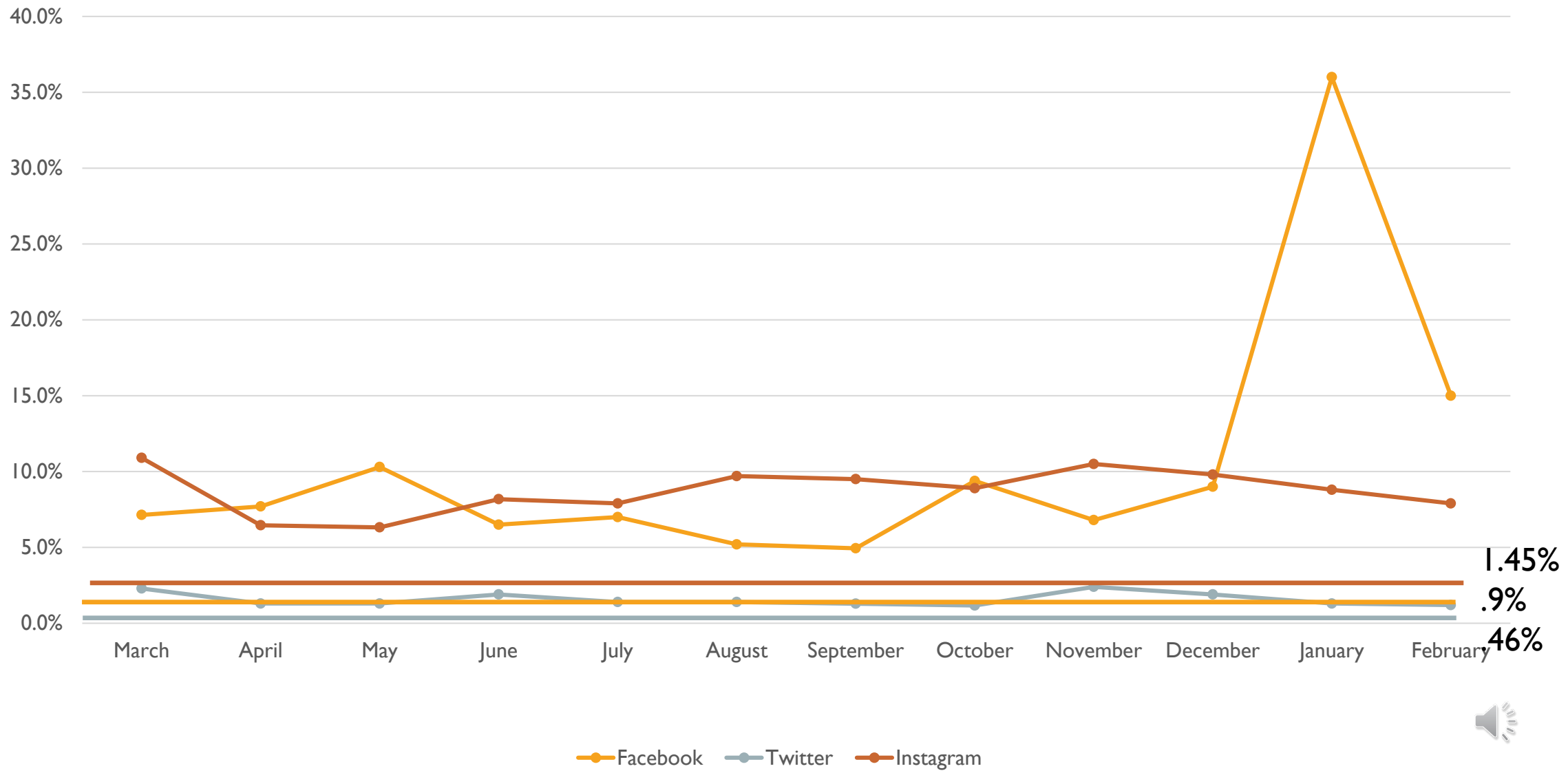


**Facebook**

- 1251
- 208.1% Increase

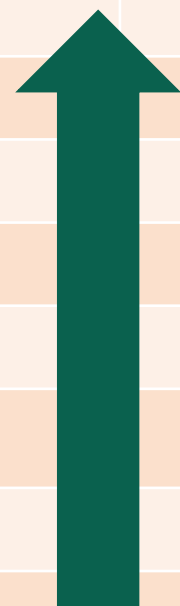


## Engagement Rates



## Impact by Number: Library Research Guide Visits By Month

Month	2019	2020	2021
January	14,140	14,907	25,641
February	13,412	14,797	24,323
March	13,872	17,238	27,167
April	13,304	19,793	23,890
May	12,669	20,686	22,886
June	11,858	19,707	22,028
July	12,150	20,872	21,249
August	13,288	22,058	22,084
September	14,583	25,628	
October	14,907	26,786	
November	14,840	26,340	
December	12,110	21,901	

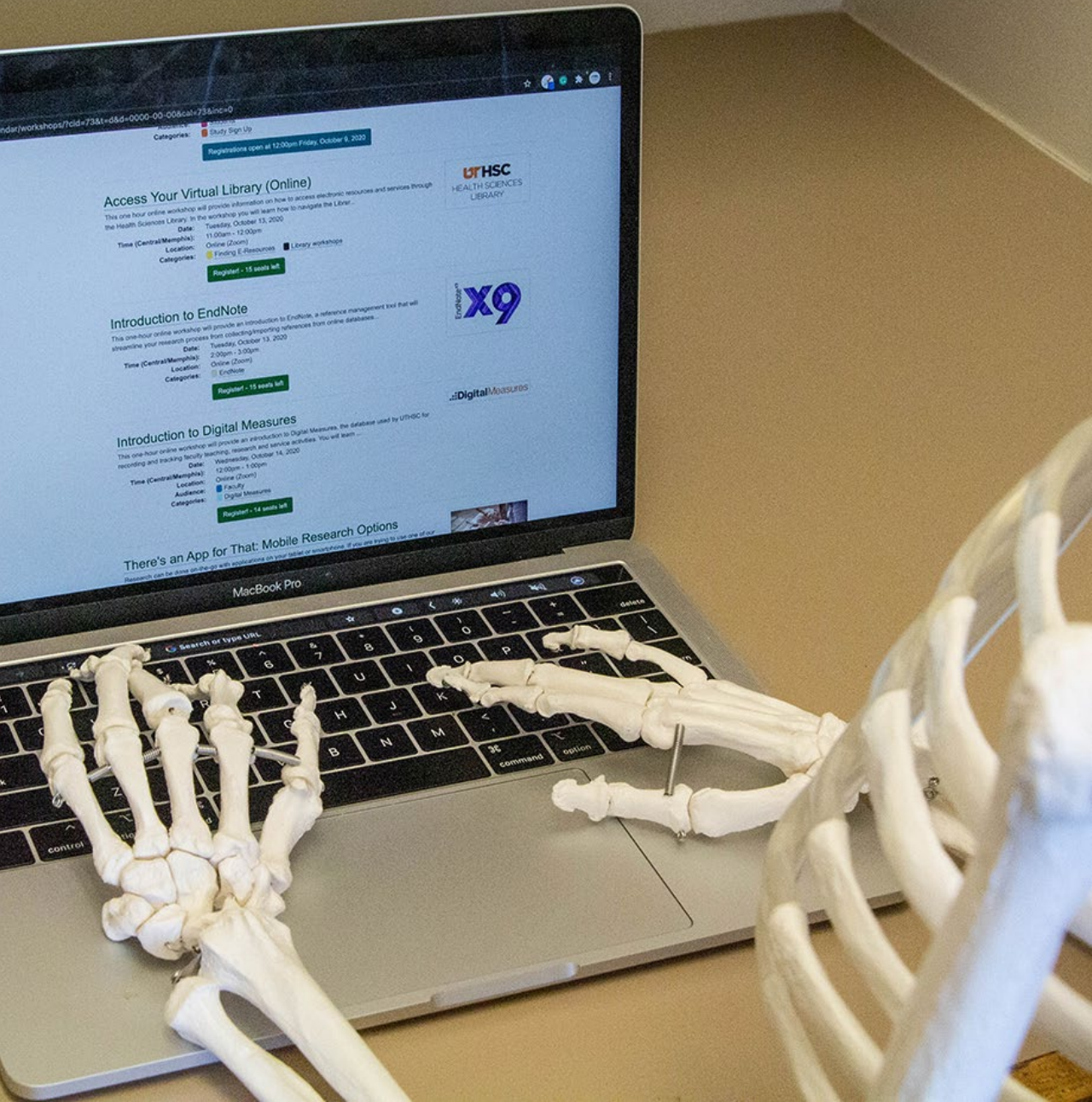


## Impact by Number: Research & Learning Services

Research & Learning Services	2019-2020	2020-2021
Reference Questions	454	539
Research Consultations	193	390
Literature Searches	340	400
Library Workshops Attendance	102	189







# Lessons Learned

- Lead into rich information
- Focus on quality of posts not quantity
- Video is king
- Use Instagram stories
- Content calendars are your friend
- People on the front lines/ Reddit are also your friends



# Future Directions

- RACE Model
- Library visibility
- Patron needs
- Awareness of resources and services
- Speed-Run Videos
- Link tracking
- Instagram stories and feed organization





# Questions?

Lin Wu (lwu5@uthsc.edu)

Sarah Thompson (sthomp97@uthsc.edu)

Jennifer Langford (jwelch30@uthsc.edu)

Kay Strahan (kstraha1@uthsc.edu)

